

A paradigm shift is happening in the CMS market.



A paradigm shift ~~is~~ **needs to** **happening** in the **CMS market.**



BOYE & CO

CMS Kickoff 2023

St. Pete, US – January 17-18, 2023

I love cars!



Custom development...





The evolution of cars



The evolution of cars





A new car has too many useless small features”.

“I completely agree. Some systems are super annoying! When I drive in the darkness, the bright lights of all systems reflect in my glasses, which makes me sometimes touch the lines on the side of the road, the lane assistant responds very aggressively and then getting called by the car assistance service where the car is asking to answer it...”

Lease is more debt



A new car has too many useless small features”.

“The biggest failure these days: everything is controlled through that one big screen. Simply change the temperature and you are already trying to find it. Back to CarPlay by **pressing multiple times on different locations** on the screen. ‘Lane assist’: turn off every time...”

Mordicus



A new car has too many useless small features”.

“I have enough when the car has airco, a mirror and nice music installation. And then it should be safe of course. **All the rest is nonsense...**”

Quadrifoglio Verde

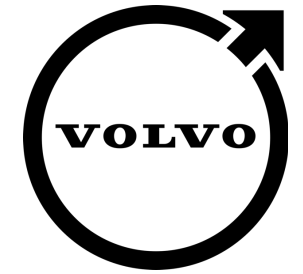


A new car has too many useless small features”.

“The problem is all these ‘packages’. Do you want one specific item, then you can’t order it separately and immediately get a lot of **extra’s you don’t want or will never use!**”

Fully charged

Some get it...

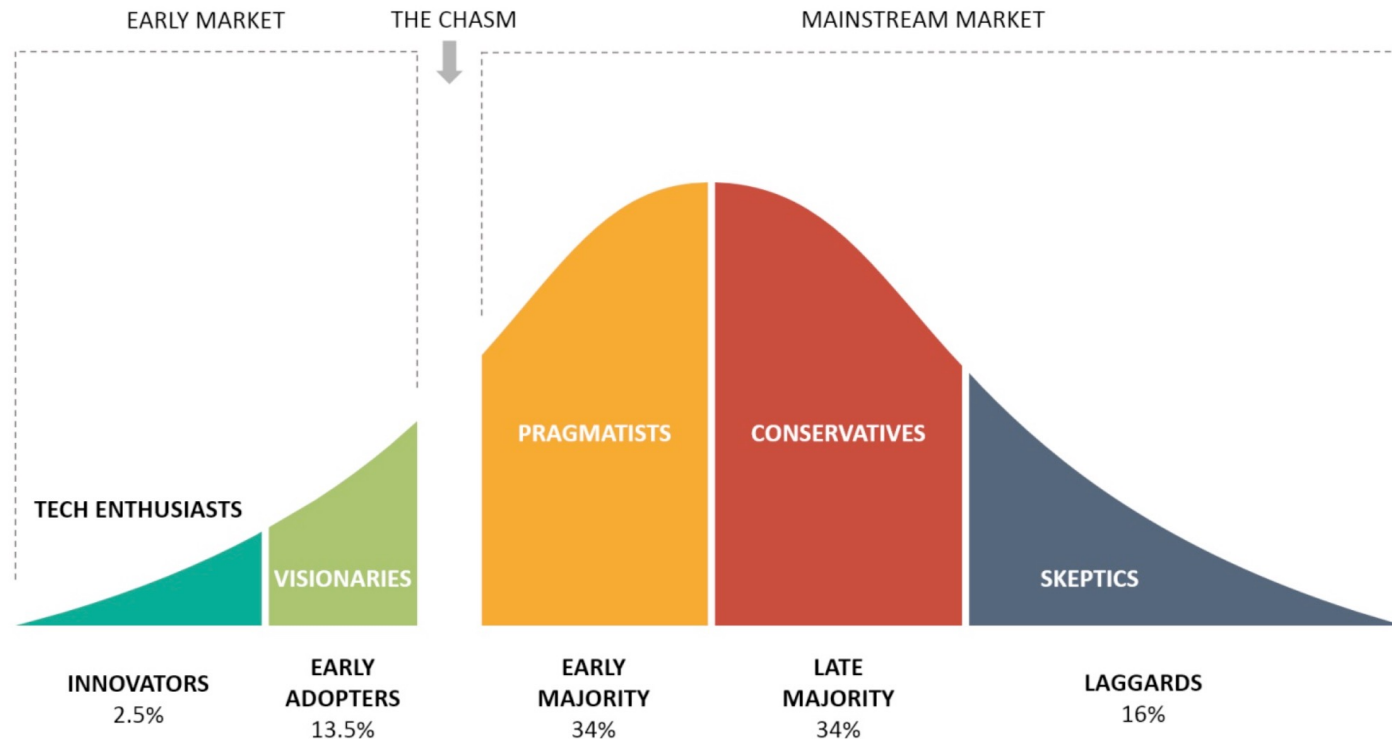


A final example: My parents-in-law



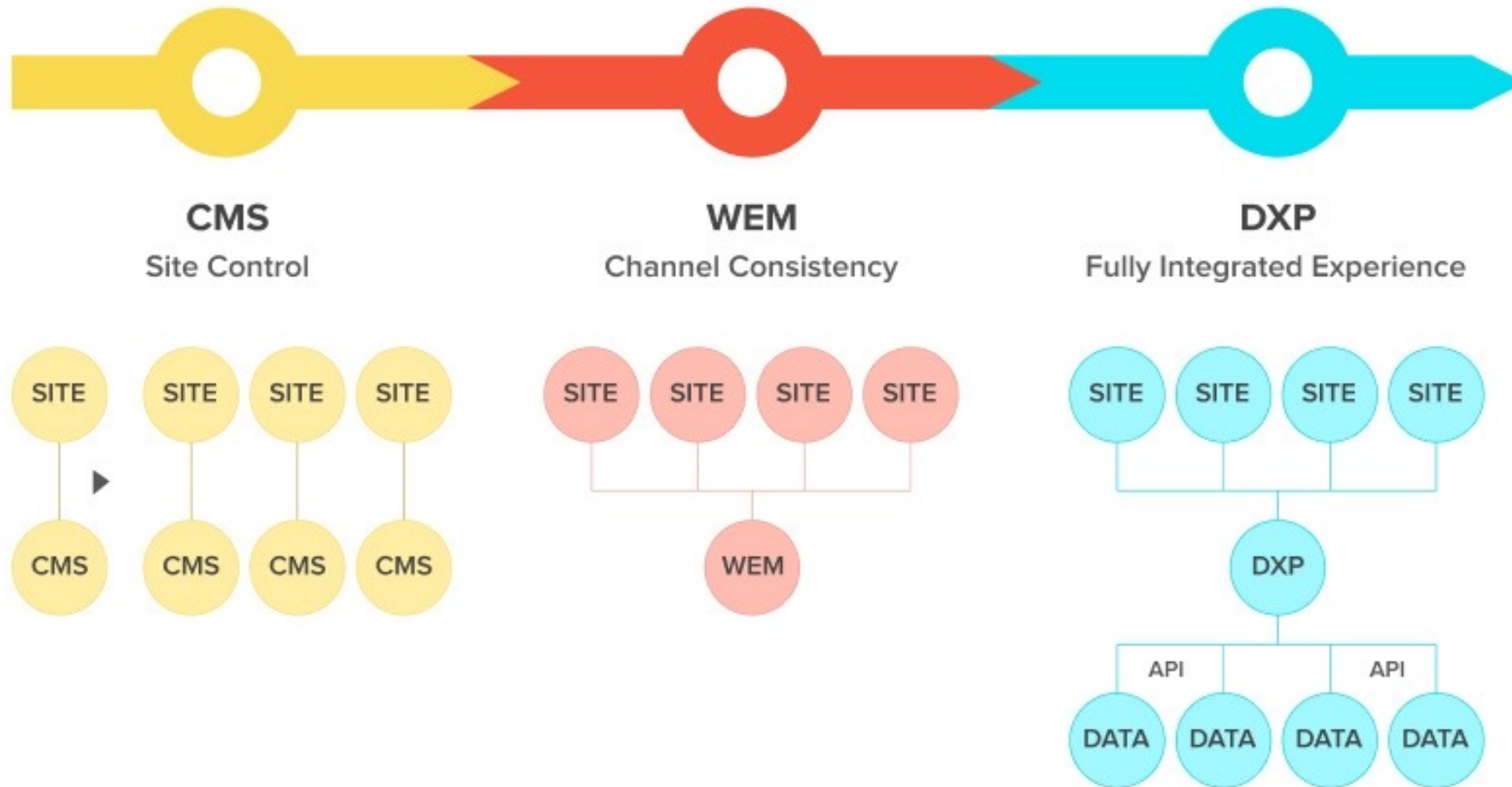
We do the same...

The CMS market is maturing (again).

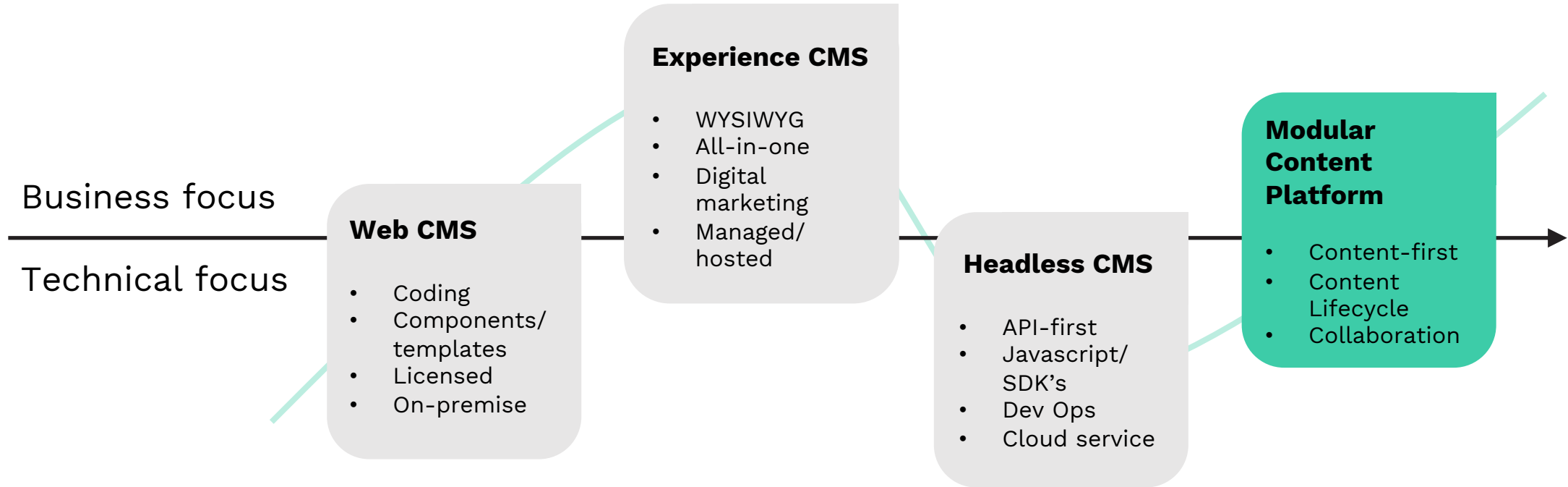


Also headless/hybrid CMS's are crossing the chasm...

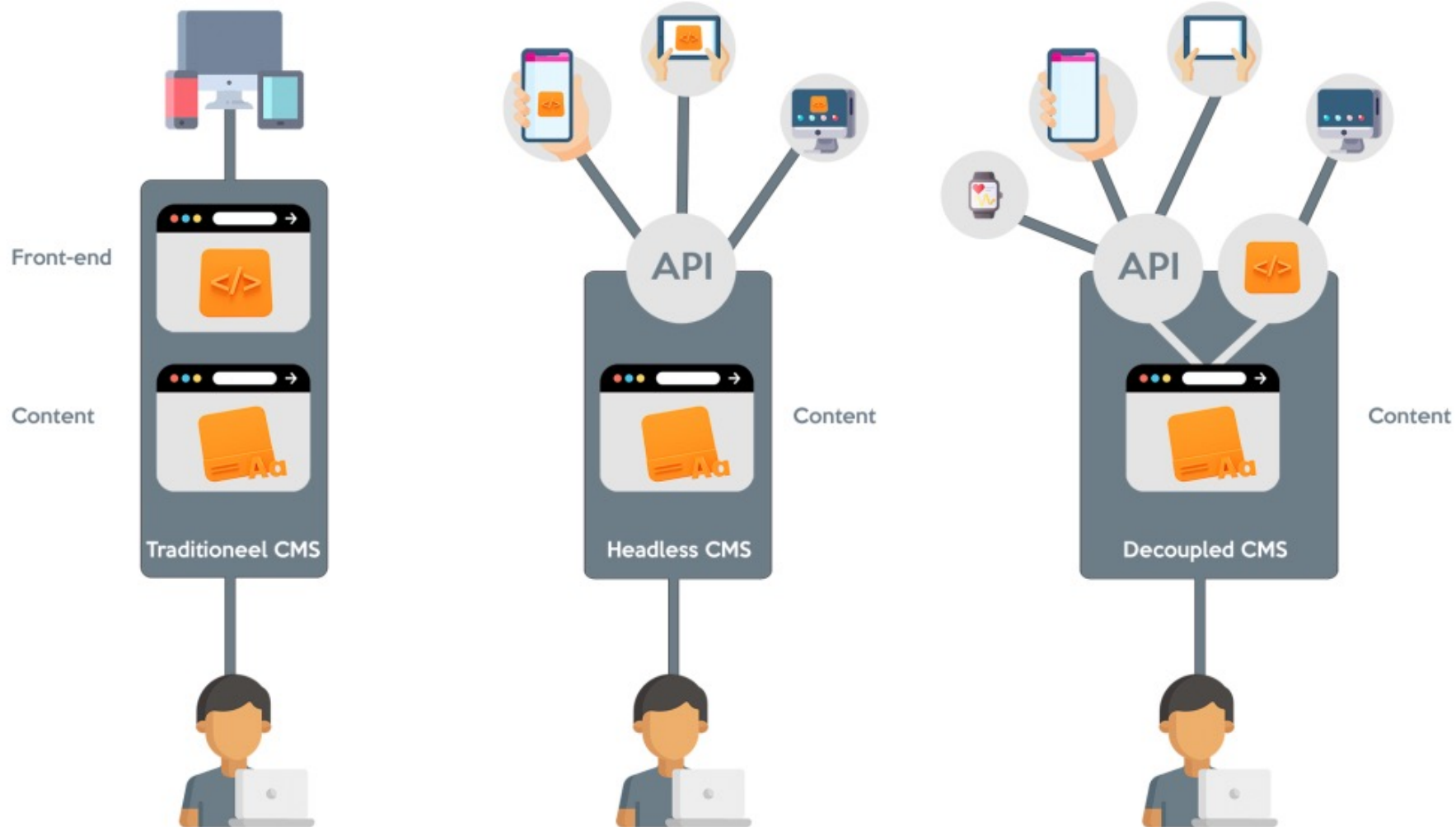
The evolution of content management



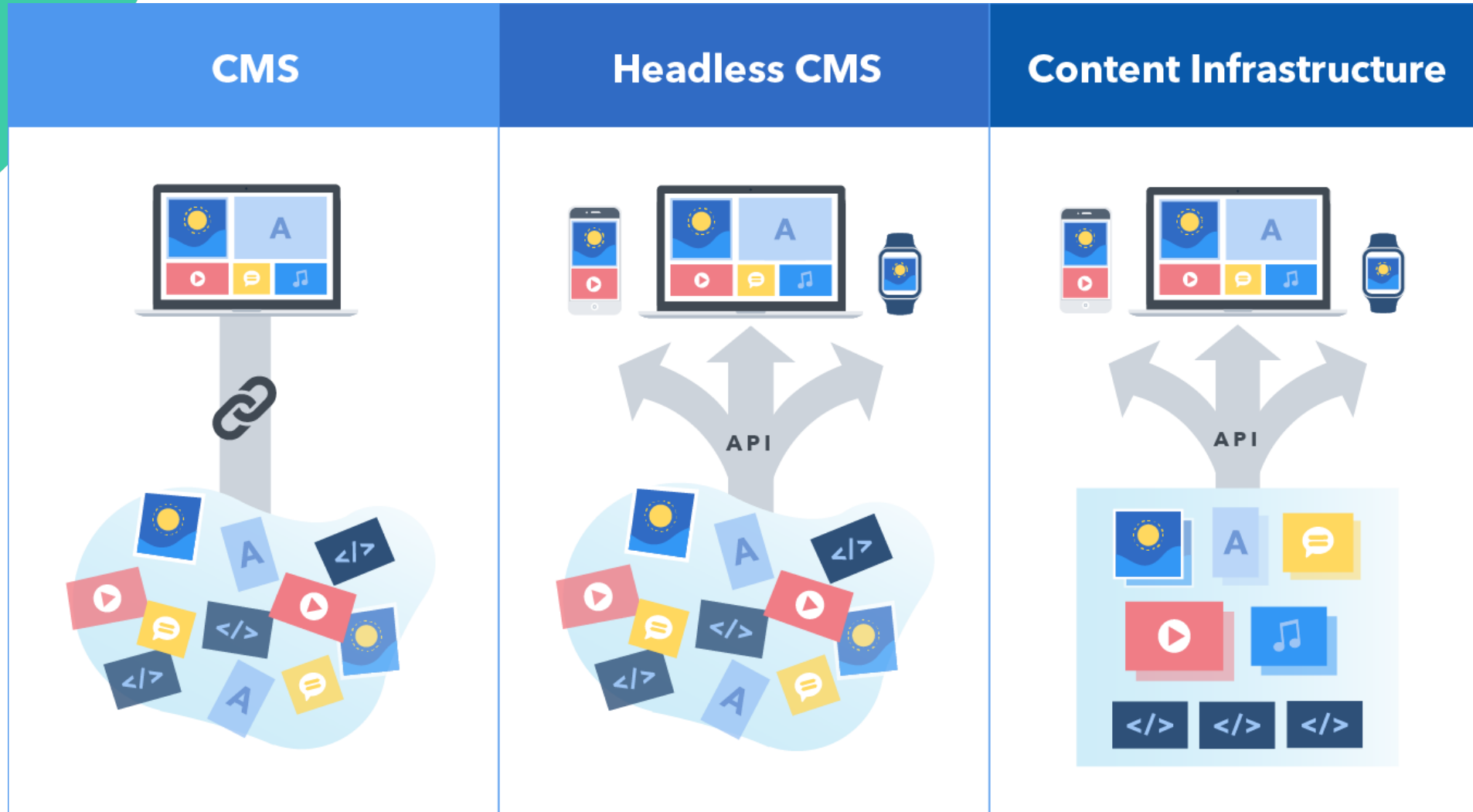
The evolution of content management



But what is best?

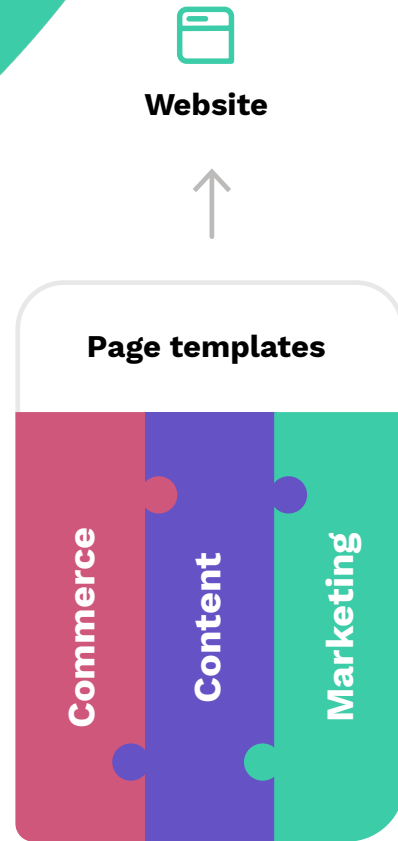


But what is best?

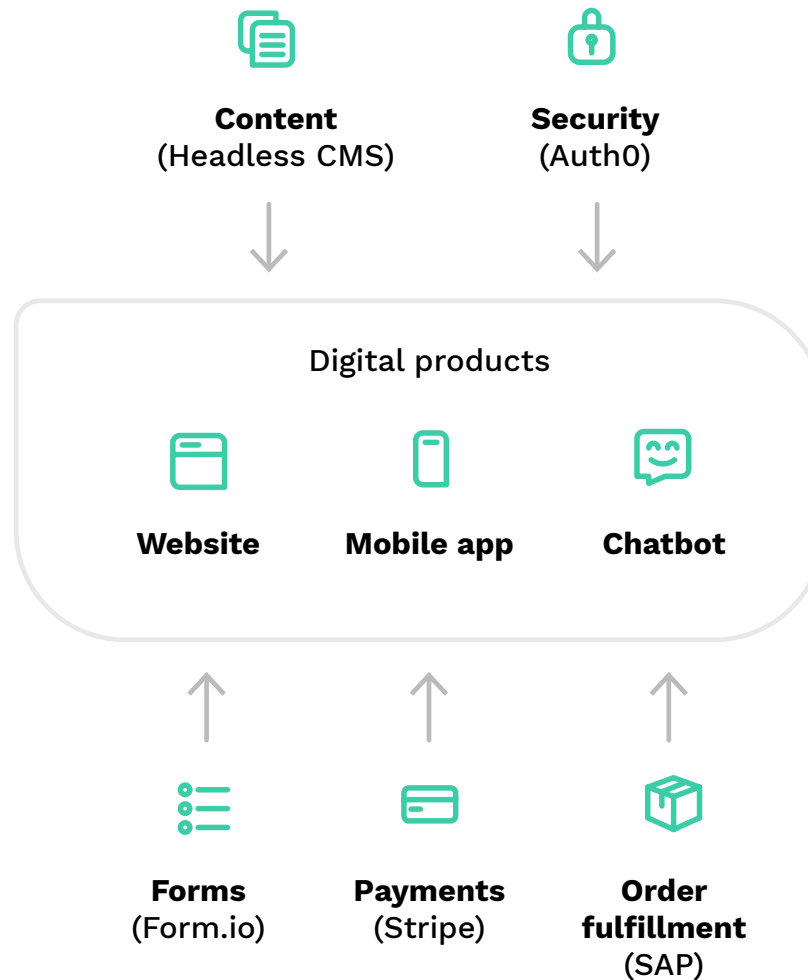


But what is best?

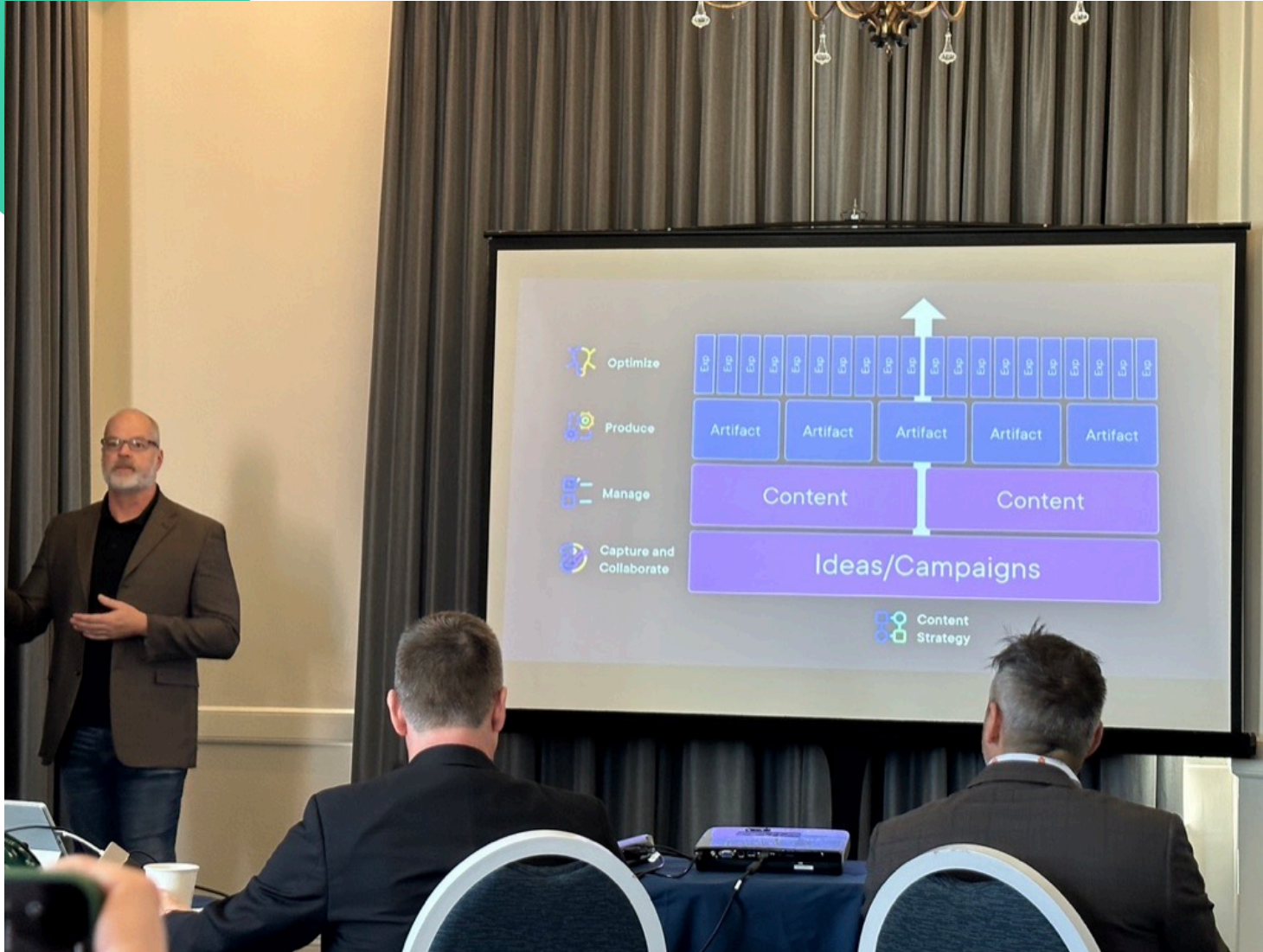
Monolithic CMS



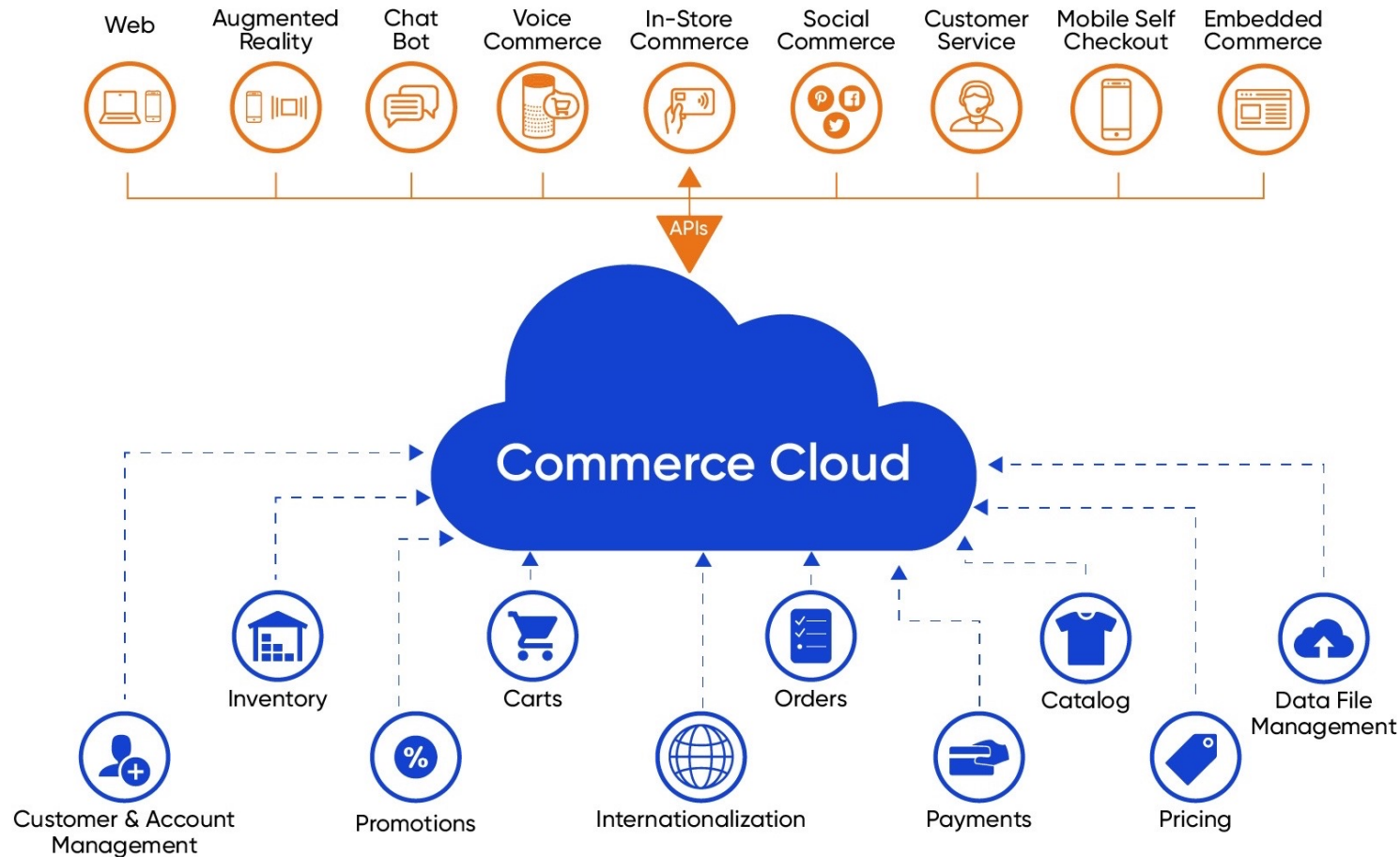
Headless CMS



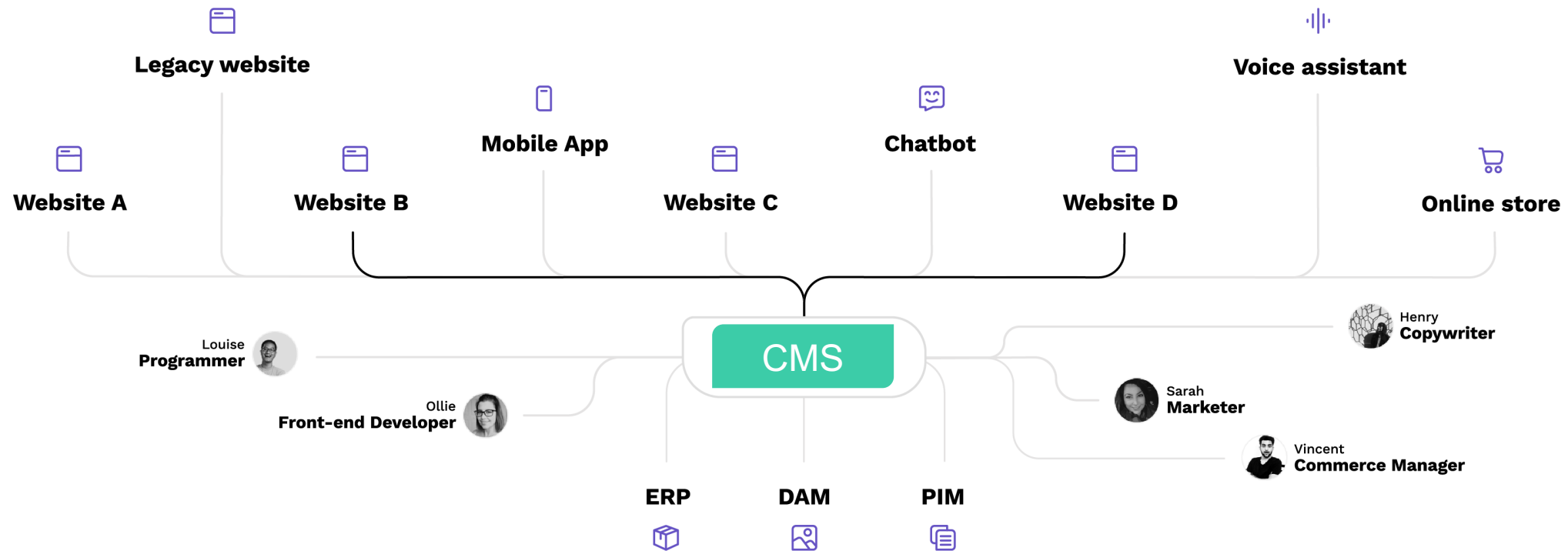
But what is best?



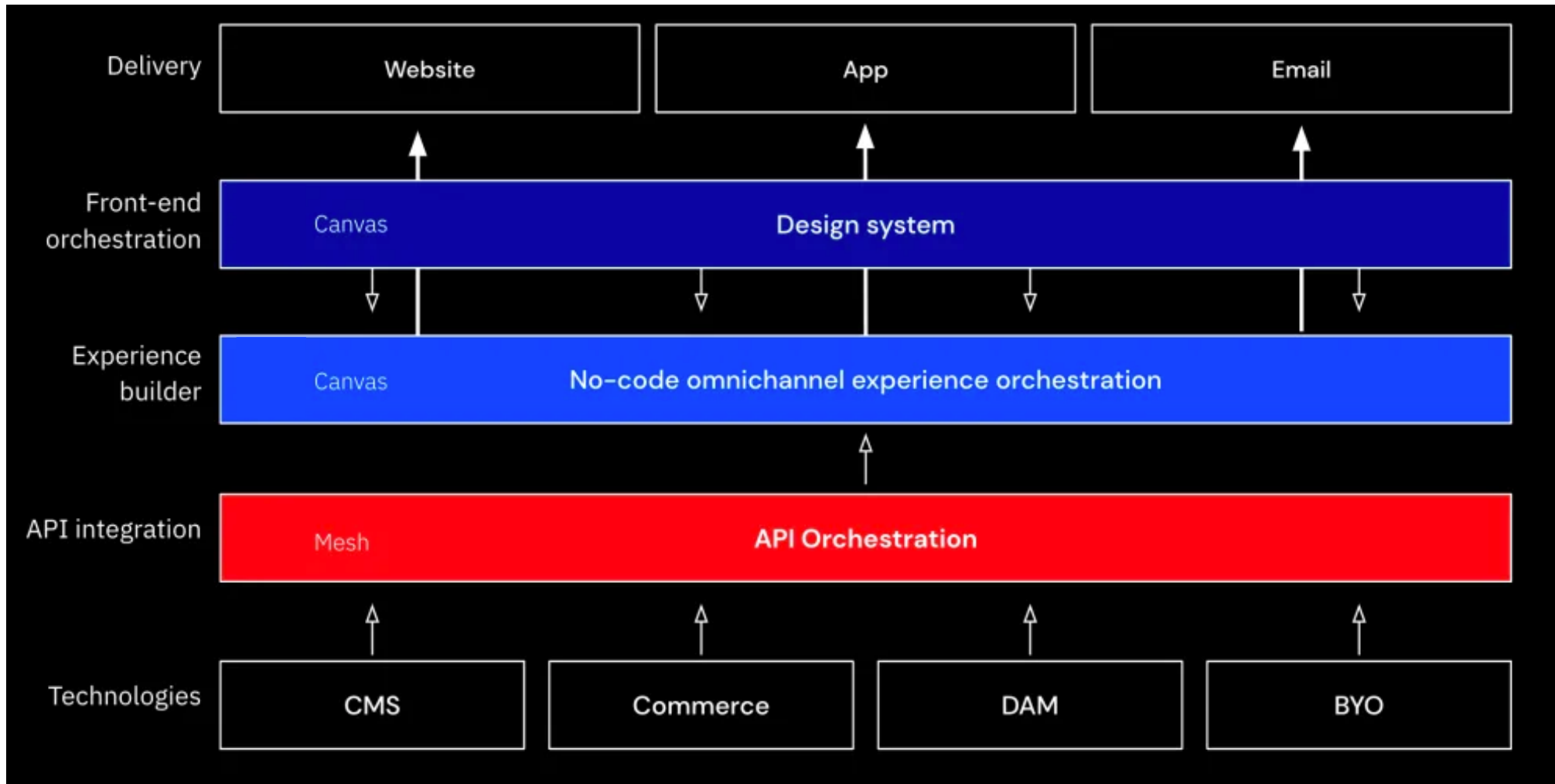
The core of your content architecture...



The core of your content architecture...



The core of your content architecture...



**But the clients
don't care...**



They just want a solution that works...






 Search  Marketplaces


 Social Media  Email


 Content Marketing


 Rich product content

 Blog  Micro-copy

 FAQs  Promotions

 Check-out process

 Transaction emails

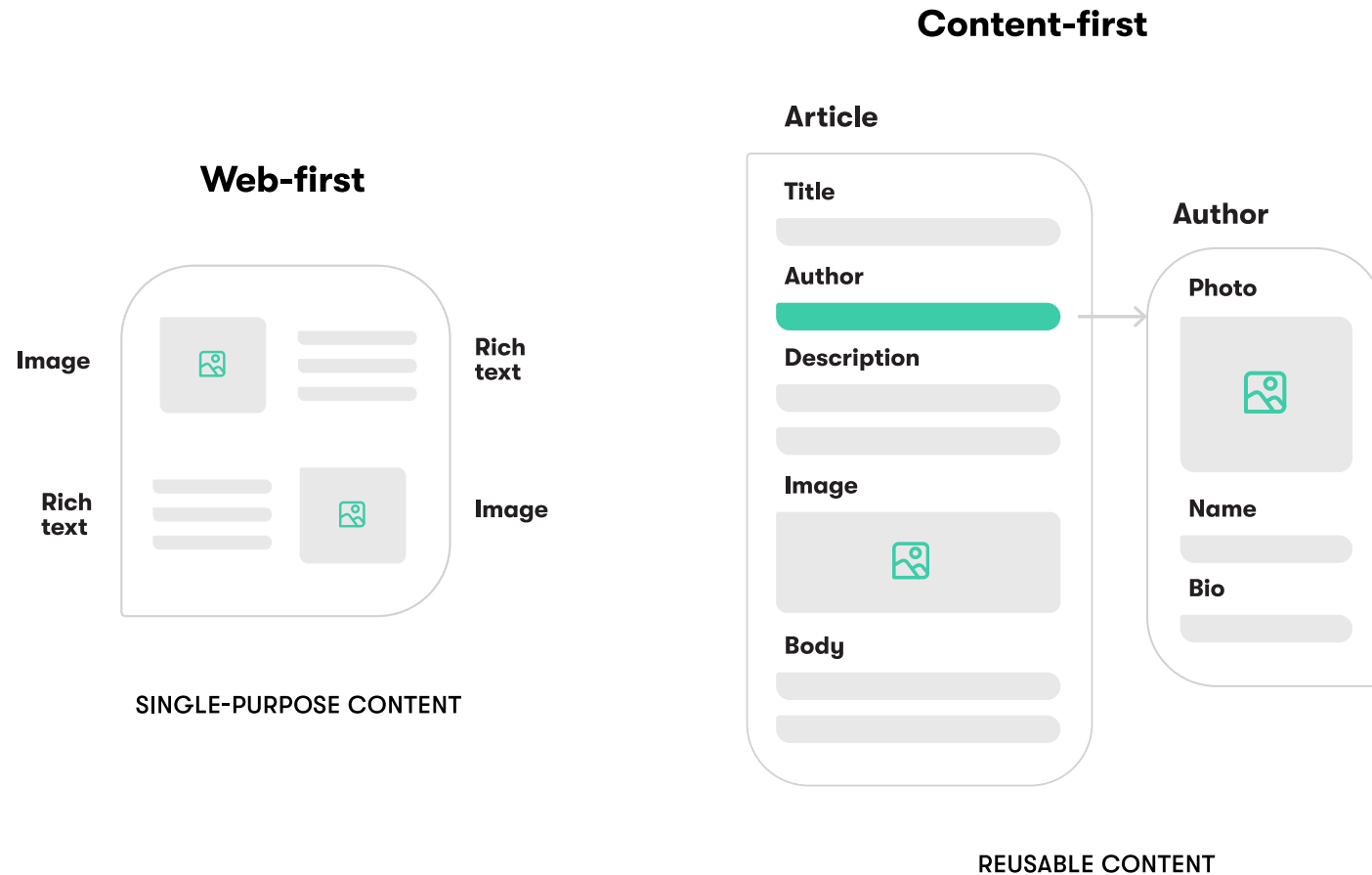
 Marketing automation

 Newsletters  Special offers

 Knowledge base

**Content is critical
in every step of
customer journey.**

From web-first to content-first



A content-first strategy helps brands flexibly adapt to meet customer demands for more relevant content on their preferred channels.

**The need for digital
transformation only
gets bigger!**

Top 10 - 2023 Digital Transformation Trends

1. Cost-focused Transformations
2. Supply Chain Optimization
3. Geo-political Exposure Reduction
4. Downscale Large Systems
5. Industry 4.0 & Edge Computing
6. Independent Consultants
7. Composable Architecture
8. Omni-channel
9. Pre-integrated / Best-of-breed
10. ESG & Sustainability



<https://www.elevatiq.com/post/digital-transformation-trends/>

**But with a
different
mindset...**



When it comes to content, there's so much for your organization to manage



Content

Relevant,
consistent and
personalized

Always-on,
and available
24/7

On channels
customers
expect



Operations

Unified
business & IT
teams

Integrated,
fast, and agile
workflows

Future-proofed,
reduced TCO of
IT



Experiences

Seamless, self-
serviced, and
& AI-powered

Consistent and
accessible
knowledge

Agile digital
commerce
experiences

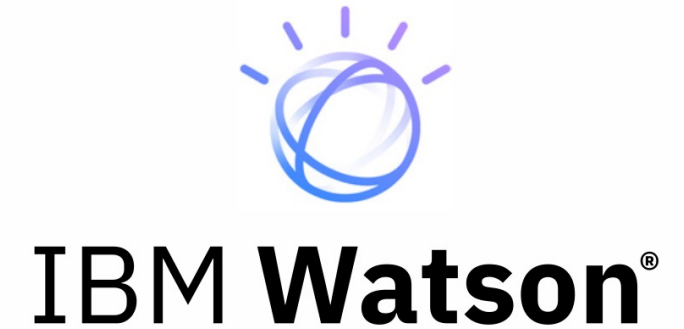


**A CMS should not increase the
complexity of content
operations but help to
embrace it.**

Let's go back to Volvo...



How can we make the CMS work for the user?



LEARN

FROM

YESTERDAY

Thank you!

Bart Omlo, CEO



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